APPENDIX 5
FLAVOR DEVELOPMENT GROUP EVALUATION

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INTER-OFFICE CORRESPONDENCE

RICHMOND, VIRGINIA

To: Mr. R. G. Uhl Date: March 21, 1977

From: J. W. Swain

Subject: Subjective Screening of Cigarettes with URL with Whole Blend CEL Compared to Burley Portion Denitrated

Comparisons were made between URL #201 and #202 at 13.0, 20.75 and 27.5% blend levels. Comments indicated that the 13 and 20.75% levels smoked more uniform puff to puff than the 27.5% blends; therefore, differences in flavor were more difficult to judge on the latter. No obvious differences in flavor were shown between the types of denitrated URL although the higher blend levels were described as having stemmy off tastes.

In order to test the proposed '79 Marlboro, URL-SD should be evaluated after denitration of the whole blend CEL versus only the Burley portion of CEL. The acceptability of the 27.5% blends should then be evaluated in larger scale testing of the '79 Marlboro with and without URCB.

/ec

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